

# TECHNOLOGY TIMES

*"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"*

## What's New

Cyber attacks, ransomware, and HIPAA violations are on the rise. Every day there are new stories about data breaches and hackers. If you're not doing anything about it, you're a sitting duck.

We can help. Shoot us an email or give us a call. Stay safe.  
-Jason

## August 2022



## Internet Safety Tips For Parents

In today's climate, is there anything more prevalent than the Internet? In fact, we've grown so accustomed to using it that the Internet now seems to help us meet any need or want. Unfortunately, we don't often think about the effect that has on our kids, who have never known a world without this level of technology.

For the most part, the Internet is an incredible boon to our children. They can look up anything they're curious about and will be met with more information than previously fathomed. Many of us remember visiting the library to research topics, and even then, resources were limited

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This monthly publication provided courtesy of Jason Kirkhart, CEO of Beetoobi IT Solutions.

**About Jason:** Jason Kirkhart is CEO and founder of Beetoobi IT Solutions. He lives in rural southern Virginia with his wife and two teenage sons. Work keeps him busy, but there's always time for traveling and golf.

**About Beetoobi IT Solutions:** We're an IT company focused on keeping health professionals and their businesses safe and secure. We offer fully and co-managed technology solutions including HIPAA Compliance, Dark Web Monitoring, and Cybersecurity Awareness Training for employees.

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Technology Times

August 2022



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compared to what can easily be found online today.

While the Internet offers many benefits for kids, there are risks. That's why it's important to keep your children protected. Before your kids get a social media account or dive headfirst into the web, take the following security measures.

### Parental Restrictions



Nearly every device that can connect to the Internet has some level of parental control. With computers and laptops, you can restrict what websites and apps your children visit. You can also specify which websites you want totally blocked. This is an option on many tablets and smartphones as well. With

those, you can actually set time constraints and limits that make it so your child can only use the device for a certain amount of time, and you can even completely restrict usage at night.

### Potential Risks

**"Your children's first interactions with the Internet will most likely stem from you, so do your best to set a great example."**

When your children first start using the Internet, you must ensure they understand any potential risks. We all know people aren't always who they say they are on the Internet.

Similarly, not all information

found online is true. When your kids visit websites or use apps, remind them not to share any personal information about themselves. They should never give out their address, school information, phone number or even their e-mail address to anyone online. Even if the person requesting this information claims to be someone they know, they might not be. If your child is using social media, inform them not to accept friend requests from people they don't know. It's important that kids understand all of the risks

### 4 Ways To Better Protect Your Personal Information

Most people keep their personal information as secure as possible. They don't post their passwords on social media or share Social Security numbers with untrustworthy sources. These practices seem obvious, but there are smaller things we can do to provide better protection. You'll find four of those tactics here.

**Dangers Of Unsecured WiFi** – Hackers can use this connection to download malware on your devices.

**Password Manager** – You shouldn't use the same password between multiple accounts. Utilizing a password manager will help you keep track of different passwords.

**Breached Companies** – When a company's security is compromised, all of its customers' personal information can be exposed. Avoid working with these companies until they've offered improved security.

**Think Before Posting** – Be careful about what you share on social media. Revealing too much personal information can leave you vulnerable to a cyber-attack.

### TECH TRENDS TO IMPROVE CUSTOMER LOYALTY

If you want your business to succeed, you must build a solid customer base. Over the past few years, advancements in technology have made it easier for companies to improve their relationships with their customers. One such way is through the use of AI chatbots. If someone has a question about your service or product, you don't want to leave them waiting for an answer. Chatbots can be programmed to answer common questions until a live representative is available, if they're even needed.

Additionally, you should make an effort to monitor content created by people outside your company. If someone is spreading false information about your business, you need to combat it. If disinformation is allowed to fester, it can quickly sink a small business. Simply replying to misinformed reviews or reporting inappropriate content about your business can go a long way toward becoming a more trustworthy source in your industry.

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## Practicing Self-Care In A Leadership Position



It can be difficult to take your eyes off your business, even for a moment, to focus on yourself and your needs—but it's a necessity. You can't be a successful leader if you aren't properly maintaining your mental and physical health. Thankfully, there are steps you can take if it feels like your work is damaging your personal health.

First, you should acknowledge that you can't do everything on your own. You must work on delegating some of your responsibilities so you can take care of yourself. It's also essential that you create the time and space to care for yourself. Additionally, don't forget to prioritize yourself. Worry about your needs before trying to fix everyone else's problems; this will make things much easier in the long run.



"Is that computer, down there, the one you were having problems with?"

CartoonStock.com

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to ensure they stay safe in the digital and physical world.

### Get Familiar

If your children are using the Internet, you should become familiar with the websites and applications they use. Make sure all websites have the little padlock icon by them, which indicates they are safe websites. Look through the apps and websites your children frequent to ensure they're safe for them to use and do not contain any inappropriate content.

### Lead By Example

Your children's first interactions with the Internet will most likely stem from you, so do your best to set a great example for them. This is your opportunity to model positive online habits for your children. Your social media posts should also be appropriate and not break any of the online rules you set for your own child. In their eyes, it won't be fair if you or someone else in the family can do things they cannot.

Our children are some of the most important people in our lives, so it makes sense that we would do everything in our power to keep them protected. Just make sure your protective efforts extend from the physical world into the digital world as well.

## Free Report Download: The IT Buyers Guide to IT Support Services and Fees



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- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to
- How to make sure you know exactly what you're getting to avoid disappointment, frustration, and added costs later on that you didn't anticipate

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# 3 Ways to Run Meetings Like A CEO



In my opinion, most meetings are a complete waste of time. Although the relayed information might be important, it isn't always delivered in an effective way, since most managers do not know how to run meetings. Successfully leading huddles or meetings is an important part of building great relationships and leading talented teams. If you want to start getting more from your employees and your meetings, try utilizing the following three methods to run your meetings like a CEO.

## Always Request An Agenda

Early in my career, an acquaintance invited me to a business lunch. I can remember wondering, "What does he want to talk to me about?" After a little bit of small talk, he unveiled his agenda. He wanted to sell me a new insurance policy. It ended up being a huge waste of time for both of us. After that meeting, I made sure to only accept invitations that had an agenda – this comes with three distinct benefits.

The first is the fact that you can see what will be discussed in the meeting, and you can decline the invite if it doesn't pertain to you

or your work. The second is that you can actually prepare for the meeting. The final benefit is that it makes you appear competent. Since you can come prepared, it will look like you have everything under control.

## Ask Questions And Avoid Talking Too Much

One of the biggest mistakes managers make when leading a meeting is trying to dominate the conversation. You may be thinking, "Aren't CEOs supposed to tell their attendees what to do in meetings?" The answer is no; the great CEOs don't. In fact, the best CEOs will spend their time asking questions that are strategic, reflective and related to accountability. This helps them brainstorm new ideas with their team, ensure everyone is on the same page and put the responsibility on others so they can follow up in the future.

## Discuss, Debate And Decide

The beginning of your meetings should focus on your strategy and what needs to be discussed. After a topic is introduced, CEOs will say things like "Let's debate what we should do about this. Who has some ideas?" That brainstorming will help develop the best solution, and the CEO will then make a decision about what to do or who should handle each responsibility. Your meetings need to be focused on production. If you give people the freedom to speak openly, you will accomplish much more.



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